

AMENDMENTS TO THE CLAIMS

1. (Currently amended) A method for identifying from demographic data those individuals in a population having a greater probability than other individuals in the population of influencing the choices made by ~~individuals in the population~~ others comprising:

- a. determining if each individual in a first population is influential;
- b. ~~providing a plurality of data vectors, wherein each data vector in the plurality of data vectors corresponds to an individual in the first population, and wherein each data vector contains information corresponding to set of descriptive variables~~ demographic data for each individual in the first population, wherein the demographic data corresponds to a set of demographic variables;
- c. identifying a plurality of predictive variables from the set of ~~descriptive~~ demographic variables ~~wherein~~ such that the demographic data corresponding to the plurality of predictive variables substantially correlate with correlates to an individual in the first population being determined to be influential;
- d. validating the plurality of predictive variables to determine a final set of predictive variables and to create a database scoring algorithm;
- e. providing demographic data for a second population, wherein the demographic data for the second population corresponds to the final set of predictive variables; and
- f. applying the database scoring algorithm to the demographic data for the second population to determine a group of influential individuals, wherein the group of influential individuals represent a subgroup of the second population that is predicted to have a higher probability of being influential with respect to the second population in general.

2. (Currently amended) The method of claim 1 wherein determining if each individual in the first population is influential comprises:

- a. formulating queries to be answered by an individual in the first population such that the answers by an individual in the first population indicate whether the individual has a greater probability than other individuals in the first population of influencing choices made by ~~others individuals in the first population~~;
- b. providing the queries to individuals in the first population; and
- c. analyzing the answers by the individuals in the first population to determine ~~which~~ whether each of the individuals in first the population ~~have~~ has a greater probability than other individuals in the first population of influencing choices made by ~~individuals in the population~~ others.

3. (Currently amended) The method of claim 2 wherein the choices made by ~~individuals~~ others are selected from the group consisting of:

consumer product decisions, consumer service decisions, political issue decisions, political candidate decisions, personal finance decisions, investment decisions, real estate decisions, insurance decisions, travel decisions, and leisure decisions.

4. (Previously presented) The method of claim 2 wherein the queries are based on factors selected from the group consisting of:

written or called any politician at the state, local, or national level; attended a political rally, speech, or organized protest of any kind; attended a public meeting on town or school affairs; held or run for political office; served on a committee for some local organization; served as an officer for some club or organization; written a letter to the editor of a newspaper or magazine or called a live radio or TV show to express an opinion; signed a petition; worked for a political party; made a speech; written an article for a magazine or newspaper; and been an active member of any group that tries to influence public policy or government.

5. (Previously presented) The method of claim 2 wherein the queries are based on factors selected from the group consisting of:

written or called any politician or contacted any government official at local regional or national level; attended a political rally, speech or event; attended a public meeting on town or

school affairs; led or served on a committee of some local organization; written a letter to the editor of a newspaper or magazine or called a live radio or TV show to express an opinion; made a speech or gave a talk to a group; been an active member of a group that tries to influence public policy or create change in the community; asked a question in a public meeting; made a complaint to a store, company, or organization; made a sizable donation to a local or national organization; attended business lunches or dinners on a regular basis, and organized a special social event.

6. (Currently amended) A method for identifying from demographic data those individuals in a population having a greater probability than other individuals in the population of influencing the choices made by ~~individuals in the population~~ others comprising:

- a. determining if each individual in a first population is influential;
- b. ~~providing a plurality of data vectors, wherein each data vector in the plurality of data vectors corresponds to an individual in the first population, and wherein each data vector contains information corresponding to set of descriptive variables~~ demographic data for each individual in the first population, wherein the demographic data corresponds to a set of demographic variables;
- c. identifying a plurality of predictive variables from the set of ~~descriptive~~ demographic variables ~~wherein such that the demographic data corresponding to the plurality of predictive variables substantially correlate with~~ correlates to an individual in the first population being determined to be influential;
- d. ~~validating the plurality of predictive variables to create a set of final database scoring algorithm;~~ reformatting the plurality of predictive variables into numeric representations of gains;
- e. ~~selecting a second population;~~ validating the plurality of predictive variables to determine a final set of predictive variables and to create a database scoring algorithm;

- f. ~~applying the database scoring algorithm to a plurality of test data vectors to determine a group of influential individuals, wherein each test data vector corresponds to an individual in the second population, wherein each data vector contains information corresponding to the plurality of predictive variables, and wherein the group of influential individuals represent a subgroup of the second population and are predicted to have a higher probability of being influential with respect to the second population in general.~~ providing demographic data for a second population, wherein the demographic data for the second population corresponds to the final set of predictive variables;
- g. applying the database scoring algorithm to the demographic data for the second population to determine a group of influential individuals, wherein the group of influential individuals represent a subgroup of the second population that is predicted to have a higher probability of being influential with respect to the second population in general.

7. (Currently amended) The method of claim 6 wherein determining if each individual in the first population is influential comprises:

- a. formulating queries to be answered by an individual in the first population such that the answers by an individual in the first population indicate whether the individual has a greater probability than other individuals in the first population of influencing choices made by ~~others~~ individuals in the first population;
- b. providing the queries to individuals in the first population; and
- c. analyzing the answers by the individuals in the first population to determine ~~which whether each~~ of the individuals in the first population ~~have~~ has a greater probability than other individuals in the first population of influencing choices made by ~~individuals in the population~~ others.

8. (Currently amended) The method of claim 7 wherein the choices made by ~~individuals in the first population~~ others are selected from the group consisting of:

consumer product decisions, consumer service decisions, political issue decisions, political candidate decisions, personal finance decisions, investment decisions, real estate decisions, insurance decisions, travel decisions, and leisure decisions.

9. (Previously presented) The method of claim 7 wherein the queries are based on factors selected from the group consisting of:

written or called any politician at the state, local, or national level; attended a political rally, speech, or organized protest of any kind; attended a public meeting on town or school affairs; held or run for political office; served on a committee for some local organization; served as an officer for some club or organization; written a letter to the editor of a newspaper or magazine or called a live radio or TV show to express an opinion; signed a petition; worked for a political party; made a speech; written an article for a magazine or newspaper; and been an active member of any group that tries to influence public policy or government.

10. (Previously presented) The method of claim 7 wherein the queries are based on factors selected from the group consisting of:

written or called any politician or contacted any government official at local regional or national level; attended a political rally, speech or event; attended a public meeting on town or school affairs; led or served on a committee of some local organization; written a letter to the editor of a newspaper or magazine or called a live radio or TV show to express an opinion; made a speech or gave a talk to a group; been an active member of a group that tries to influence public policy or create change in the community; asked a question in a public meeting; made a complaint to a store, company, or organization; made a sizable donation to a local or national organization; attended business lunches or dinners on a regular basis; and organized a special social event.

11. (Currently amended) The method of ~~claim 7~~claims 1 or 6 wherein the ~~additional~~
~~informational data~~ set of demographic variables is based on factors selected from the group consisting of:

household size, household income, occupation, presence of young adult in household, retail purchase activity, political affiliation, corrective lenses, golf participant, cd player owner, personal or home computer owner, pc operating system type, religious or inspirational reader, religiously active, active in theater or performing arts, active in general arts or culture, ~~active in current affairs or politics~~ cell phone usage, personal income.

12-22. (Previously canceled)